Abstract of the Disclosure

A rapidly deployable, integrated online sales system consisting of a core storefront application that executes on a conventional web database server, a guided buying and sales

5   configuration module for selling products and services, a content management module, a recommendation system for making recommendations during a shopping session, an advertising management system, a profiling system for customizing customer interactions based on the site visitor's demonstrated interests, and a reporting system that provides an analysis of user's behavior to create the valuable reports. The various components of the desired system are first assembled

10   as a pre-integrated prototype system on a source computer that can be rapidly recreated using pre-written operating system installation scripts which execute during the deployment process, prompting the installer to provide data values used to modify the content of pre-written configuration template files to accommodate the special needs of each individual installation.

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